

## CLAIMS

1-123. (Canceled)

5           124. (New) A computer-implemented method of enabling purchase of a product or service, the method comprising:

          (a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues; and

10           (b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues.

          125. (New) The invention of claim 124, wherein the notification further comprises an identifier enabling the recipient to claim the at least one specified product or service in person at  
15 any venue in the set of one or more venues.

          126. (New) The invention of claim 125, wherein the identifier comprises at least one of (i) at least a portion of the name of the recipient and (ii) an alphabetic, numeric, or  
20 alphanumeric expression.

          127. (New) The invention of claim 125, wherein the identifier is adapted to be printed on a medium to enable the recipient to claim the at least one specified product or service by presenting the medium at any venue in the set of one or more venues.

25           128. (New) The invention of claim 124, further comprising associating the instruction with a physical device adapted to be presented by the recipient at any venue in the set of one or more venues to claim the at least one specified product or service.

          129. (New) The invention of claim 124, further comprising:

30           (c) transmitting to at least one venue in the set of one or more venues, data enabling authentication of the recipient to claim the at least one specified product or service.

          130. (New) The invention of claim 129, wherein step (c) is performed at substantially the same time as presentation at the at least one venue of (i) an identifier, (ii) a physical medium  
35 having an identifier printed thereon, or (iii) a physical device by the recipient enabling authentication of the recipient to claim the at least one specified product or service.

          131. (New) The invention of claim 129, wherein step (c) further comprises transmitting the data enabling the authentication of the recipient to all of the venues of the set of  
40 one or more venues in advance of presentation of an identifier, a physical medium having an identifier printed thereon, or a physical device by the recipient enabling authentication of the recipient to claim the at least one specified product or service.

          132. (New) The invention of claim 129, wherein the data provided in step (c)  
45 comprises identification of the at least one product or service.

          133. (New) The invention of claim 124, further comprising:

          (c) storing instruction data associated with the instruction indicating that the recipient is entitled to the at least one specified product or service;

(d) receiving redemption data from a venue indicating that the at least one specified product or service has been provided to the recipient; and

(e) updating the instruction data to indicate that the at least one specified product or service has been provided.

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134. (New) The invention of claim 124, further comprising transmitting data corresponding to the instruction for storage on at least one local storage medium at at least one venue in the set of one or more venues.

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135. (New) The invention of claim 124, further comprising storing data corresponding to the instruction on a server remote from the set of one or more venues.

136. (New) The invention of claim 124, wherein the set of one or more venues includes two or more venues.

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137. (New) The invention of claim 124, wherein the two or more venues comprise a plurality of sites associated with a chain of establishments.

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138. (New) The invention of claim 124, further comprising:  
(c) receiving a message specified by the purchaser; and  
(d) transmitting the message to the recipient.

139. (New) The invention of claim 124, wherein the message comprises at least one audio, video, or multimedia portion.

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140. (New) The invention of claim 124, further comprising the steps of:  
(c) receiving an instruction from the recipient to purchase at least one specified product or service for the purchaser, the at least one specified product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and  
(d) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the second set of one or more venues;  
wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

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141. (New) The invention of claim 140, wherein the pre-supplied portion comprises at least one of (i) a purchaser name, (ii) a purchaser email address, (iii) a purchaser text messaging address, (iv) one or more venues, (v) one or more products or services, and (vi) payment information.

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142. (New) The invention of claim 124, further comprising electronically processing a payment from the purchaser for the at least one specified product or service.

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143. (New) The invention of claim 142, wherein the payment is a debit or credit of a non-money exchange medium.

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144. (New) The invention of claim 124, wherein the instruction specifies a plurality of specified products or services, each at a different set of one or more venues associated with the same recipient.

145. (New) The invention of claim 124, wherein the instruction specifies a specific product or service for each of a plurality of different recipients associated with the set of one or more venues.

5 146. (New) The invention of claim 124, further comprising:  
(c) receiving, from a remote communications device used by the purchaser, a message indicating selection of a link (i) on a web or browser page or (ii) in an electronic or text message; and  
10 (d) initiating step (a) based on receipt of the message.

147. (New) The invention of claim 124, further comprising:  
(c) transmitting data to enable displaying to the purchaser, on a communications device, a list of one or more possible venues; and  
15 (d) receiving from the purchaser a selection of the set of one or more venues from the list of one or more possible venues.

148. (New) The invention of claim 147, further comprising:  
(e) receiving location-based information obtained from a device or token associated with the recipient; and  
20 (f) generating the list of one or more possible venues based on the location-based information.

149. (New) The invention of claim 148, wherein the device or token is an RFID tag.

25 150. (New) The invention of claim 148, wherein the device or token is a location-enabled mobile telephone.

151. (New) The invention of claim 148, wherein the device or token is a device operating according to an 802.11 standard.

30 152. (New) The invention of claim 147, further comprising using a historical list of one or more venues visited by the recipient to generate the list of possible venues.

35 153. (New) The invention of claim 147, wherein the recipient specifies the list of one or more possible venues, and further comprising receiving the list of one or more possible venues from the recipient.

40 154. (New) The invention of claim 153, wherein the specification of the list of one or more possible venues by the recipient occurs at a substantially different time from the receipt of the instruction in step (a).

45 155. (New) The invention of claim 153, wherein the recipient specifies a single venue as the list of one or more possible venues, the single venue being a venue at which the recipient is currently located.

156. (New) The invention of claim 153, wherein the list of one or more possible venues is generated based on a profile or criteria associated with the recipient.

50 157. (New) The invention of claim 124, further comprising:  
(c) transmitting data to enable displaying to the purchaser, on a communications device, a list of one or more prospective recipients; and

(d) receiving from the purchaser the selection of a recipient from the list of one or more prospective recipients.

5           158.   (New) The invention of claim 157, further comprising:  
          (c) receiving location-based information from at least one communications device; and  
          (d) using the location-based information to generate the list of one or more prospective recipients.

10           159.   The invention of claim 158, further comprising:  
          (c) receiving data from a profile or criteria associated with at least one of the recipients;  
          and  
          (d) generating the list of one or more prospective recipients based on the data from the profile or criteria.

15           160.   (New) The invention of claim 124, further comprising transmitting identification of the at least one product or service to the recipient.

20           161.   (New) The invention of claim 124, further comprising receiving the instruction from the purchaser, wherein the purchaser transmits the instruction using a physical device located remotely from the venues in the set of one or more venues.

25           162.   (New) The invention of claim 124, further comprising receiving the instruction from the purchaser, wherein the purchaser transmits the instruction using a physical device located at or near any one of the venues in the set of one or more venues.

          163.   (New) The invention of claim 124, further comprising:  
          (c) displaying to the purchaser, on a communications device, a list of one or more available products or services; and  
30           (d) receiving from the purchaser a selection of the at least one product or service from the list of one or more available products or services.

35           164.   (New) The invention of claim 163, wherein the list of one or more available products or services is specified by the recipient, and further comprising receiving the list of one or more available products or services from the recipient in advance of receipt of the selection from the purchaser.

          165.   (New) The invention of claim 164, further comprising storing the list of one or more available products or services in a profile associated with the recipient.

40           166.   (New) The invention of claim 124, further comprising:  
          (c) storing an account balance for the purchaser; and  
          (d) debiting or crediting the account balance based on the instruction.

45           167.   (New) The invention of claim 166, wherein the stored account balance is in the form of a non-money exchange medium.

          168.   (New) The invention of claim 124, wherein the instruction comprises a specified date and/or time for the notification to be provided to the recipient; and further comprising delaying the notification until the specified date and/or time.

169. (New) The invention of claim 124, further comprising, prior to receipt of the instruction from the purchaser, receiving from a recipient and transmitting to a plurality of purchasers a message indicating at least one desired good or service and/or at least one venue specified by the recipient.

170. (New) A computer-implemented system for enabling purchase of a product or service, the system comprising:

means for receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues; and

means for transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues.

171. (New) The invention of claim 171, wherein the notification further comprises an identifier enabling the recipient to claim the at least one specified product or service in person at any venue in the set of one or more venues.

172. (New) The invention of claim 172, wherein the identifier comprises at least one of (i) at least a portion of the name of the recipient and (ii) an alphabetic, numeric, or alphanumeric expression.

173. (New) The invention of claim 172, wherein the identifier is adapted to be printed on a medium to enable the recipient to claim the at least one specified product or service by presenting the medium at any venue in the set of one or more venues.

174. (New) The invention of claim 171, further comprising associating the instruction with a physical device adapted to be presented by the recipient at any venue in the set of one or more venues to claim the at least one specified product or service.

175. (New) The invention of claim 171, further comprising:  
(c) transmitting to at least one venue in the set of one or more venues, data enabling authentication of the recipient to claim the at least one specified product or service.

176. (New) The invention of claim 176, wherein step (c) is performed at substantially the same time as presentation at the at least one venue of (i) an identifier, (ii) a physical medium having an identifier printed thereon, or (iii) a physical device by the recipient enabling authentication of the recipient to claim the at least one specified product or service.

177. (New) The invention of claim 176, wherein step (c) further comprises transmitting the data enabling the authentication of the recipient to all of the venues of the set of one or more venues in advance of presentation of an identifier, a physical medium having an identifier printed thereon, or a physical device by the recipient enabling authentication of the recipient to claim the at least one specified product or service.

178. (New) The invention of claim 176, wherein the data provided in step (c) comprises identification of the at least one product or service.

179. (New) The invention of claim 171, further comprising:  
(c) storing instruction data associated with the instruction indicating that the recipient is entitled to the at least one specified product or service;

(d) receiving redemption data from a venue indicating that the at least one specified product or service has been provided to the recipient; and

(e) updating the instruction data to indicate that the at least one specified product or service has been provided.

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180. (New) The invention of claim 171, further comprising transmitting data corresponding to the instruction for storage on at least one local storage medium at at least one venue in the set of one or more venues.

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181. (New) The invention of claim 171, further comprising storing data corresponding to the instruction on a server remote from the set of one or more venues.

182. (New) The invention of claim 171, wherein the set of one or more venues includes two or more venues.

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183. (New) The invention of claim 171, wherein the two or more venues comprise a plurality of sites associated with a chain of establishments.

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184. (New) The invention of claim 171, further comprising:  
(c) receiving a message specified by the purchaser; and  
(d) transmitting the message to the recipient.

185. (New) The invention of claim 171, wherein the message comprises at least one audio, video, or multimedia portion.

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186. (New) The invention of claim 171, further comprising the steps of:

(c) receiving an instruction from the recipient to purchase at least one specified product or service for the purchaser, the at least one specified product or service to be provided to the purchaser in person at any venue in a second set of one or more venues; and

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(d) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the second set of one or more venues;

wherein at least a portion of the instruction from the recipient is pre-supplied without input from the recipient.

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187. (New) The invention of claim 187, wherein the pre-supplied portion comprises at least one of (i) a purchaser name, (ii) a purchaser email address, (iii) a purchaser text messaging address, (iv) one or more venues, (v) one or more products or services, and (vi) payment information.

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188. (New) The invention of claim 171, further comprising electronically processing a payment from the purchaser for the at least one specified product or service.

189. (New) The invention of claim 189, wherein the payment is a debit or credit of a non-money exchange medium.

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190. (New) The invention of claim 171, wherein the instruction specifies a plurality of specified products or services, each at a different set of one or more venues associated with the same recipient.

191. (New) The invention of claim 171, wherein the instruction specifies a specific product or service for each of a plurality of different recipients associated with the set of one or more venues.

5 192. (New) The invention of claim 171, further comprising:  
(c) receiving, from a remote communications device used by the purchaser, a message indicating selection of a link (i) on a web or browser page or (ii) in an electronic or text message; and  
10 (d) initiating step (a) based on receipt of the message.

193. (New) The invention of claim 171, further comprising:  
(c) transmitting data to enable displaying to the purchaser, on a communications device, a list of one or more possible venues; and  
15 (d) receiving from the purchaser a selection of the set of one or more venues from the list of one or more possible venues.

194. (New) The invention of claim 194, further comprising:  
(e) receiving location-based information obtained from a device or token associated with the recipient; and  
20 (f) generating the list of one or more possible venues based on the location-based information.

195. (New) The invention of claim 195, wherein the device or token is an RFID tag.

25 196. (New) The invention of claim 195, wherein the device or token is a location-enabled mobile telephone.

197. (New) The invention of claim 195, wherein the device or token is a device operating according to an 802.11 standard.

30 198. (New) The invention of claim 194, further comprising using a historical list of one or more venues visited by the recipient to generate the list of possible venues.

35 199. (New) The invention of claim 194, wherein the recipient specifies the list of one or more possible venues, and further comprising receiving the list of one or more possible venues from the recipient.

40 200. (New) The invention of claim 200, wherein the specification of the list of one or more possible venues by the recipient occurs at a substantially different time from the receipt of the instruction in step (a).

45 201. (New) The invention of claim 200, wherein the recipient specifies a single venue as the list of one or more possible venues, the single venue being a venue at which the recipient is currently located.

202. (New) The invention of claim 200, wherein the list of one or more possible venues is generated based on a profile or criteria associated with the recipient.

50 203. (New) The invention of claim 171, further comprising:  
(c) transmitting data to enable displaying to the purchaser, on a communications device, a list of one or more prospective recipients; and

(d) receiving from the purchaser the selection of a recipient from the list of one or more prospective recipients.

204. (New) The invention of claim 157, further comprising:  
(c) receiving location-based information from at least one communications device; and  
(d) using the location-based information to generate the list of one or more prospective recipients.

205. (New) The invention of claim 204, further comprising:  
(c) receiving data from a profile or criteria associated with at least one of the recipients;  
and  
(d) generating the list of one or more prospective recipients based on the data from the profile or criteria.

206. (New) The invention of claim 171, further comprising transmitting identification of the at least one product or service to the recipient.

207. (New) The invention of claim 171, further comprising receiving the instruction from the purchaser, wherein the purchaser transmits the instruction using a physical device located remotely from the venues in the set of one or more venues.

208. (New) The invention of claim 171, further comprising receiving the instruction from the purchaser, wherein the purchaser transmits the instruction using a physical device located at or near any one of the venues in the set of one or more venues.

209. (New) The invention of claim 171, further comprising:  
(c) displaying to the purchaser, on a communications device, a list of one or more available products or services; and  
(d) receiving from the purchaser a selection of the at least one product or service from the list of one or more available products or services.

210. (New) The invention of claim 210, wherein the list of one or more available products or services is specified by the recipient, and further comprising receiving the list of one or more available products or services from the recipient in advance of receipt of the selection from the purchaser.

211. (New) The invention of claim 211, further comprising storing the list of one or more available products or services in a profile associated with the recipient.

212. (New) The invention of claim 171, further comprising:  
(c) storing an account balance for the purchaser; and  
(d) debiting or crediting the account balance based on the instruction.

213. (New) The invention of claim 213, wherein the stored account balance is in the form of a non-money exchange medium.

214. (New) The invention of claim 171, wherein the instruction comprises a specified date and/or time for the notification to be provided to the recipient; and further comprising delaying the notification until the specified date and/or time.



215. (New) The invention of claim 171, further comprising, prior to receipt of the instruction from the purchaser, receiving from a recipient and transmitting to a plurality of purchasers a message indicating at least one desired good or service and/or at least one venue  
5 specified by the recipient.

216. (New) A machine-readable medium, having encoded thereon program code, wherein, when the program code is executed by a machine, the machine implements a computer-implemented method of enabling purchase of a product or service, the method comprising:

10 (a) receiving an instruction from a purchaser to purchase at least one specified product or service for a specified recipient different from the purchaser, the at least one specified product or service to be provided to the recipient in person at any venue in a set of one or more venues; and

(b) transmitting to the recipient a notification corresponding to the instruction, wherein the notification identifies the set of one or more venues.